IN THE CLAIMS

1-21. (Canceled)

22. (New) A processor-implemented method of rearranging a plurality of menu items within a menu structure of a user interface, the method comprising the steps of:

collecting data about respective selection rates of the menu items within a current menu structure;

calculating a new menu structure based on the collected data about the respective selection rates of the menu items within the current menu structure; and

replacing the current menu structure with the new menu structure;

wherein user approval of menu alteration is obtained prior to completion of the replacing step.

23. (New) The method of claim 22 wherein the user approval is obtained prior to completion of the collecting step.

24. (New) The method of claim 22 wherein the user approval is obtained prior to completion of the calculating step.

25. (New) The method of claim 22 further comprising the steps of:

displaying the new menu structure to the user; and

obtaining user approval of the new menu structure as displayed.

26. (New) The method of claim 22 wherein the user approval comprises the selection of a menu item.

27. (New) The method of claim 22 wherein the menu items are arranged within a plurality of functional groupings within the current menu structure and wherein the new menu structure comprises rearrangement of particular ones of the menu items within at least a given one of the functional groupings while maintaining said plurality of functional groupings of the menu items.

28. (New) The method of claim 27 wherein the functional groupings comprise submenus.

29. (New) The method of claim 22 wherein the calculating step further comprises the step of calculating a difference between the new menu structure and the current menu structure.

30. (New) The method of claim 29 wherein the difference is a number of menu items in the new menu structure that have no corresponding match in the current menu structure.

31. (New) The method of claim 29 wherein the replacing step is executed only if the calculated difference exceeds a threshold.

32. (New) The method of claim 31 wherein the threshold is predefined.

33. (New) The method of claim 31 wherein the threshold is selected by the user.

34. (New) An electronic device for rearranging a plurality of menu items within a menu structure of a user interface, the electronic device comprising:

        a memory; and

        at least one processor coupled to the memory;

        wherein the electronic device is operative:

        to collect data about respective selection rates of the menu items within a current menu structure;

        to calculate a new menu structure based on the collected data about the respective selection rates of the menu items within the current menu structure; and

        to replace the current menu structure with the new menu structure;

        wherein user approval of menu alteration is obtained prior to completion of the replace operation.

35. (New) The electronic device of claim 34 wherein the user approval is obtained prior to completion of the collect operation.

36. (New) The electronic device of claim 34 wherein the user approval is obtained prior to completion of the calculate operation.

37. (New) The electronic device of claim 34 wherein the electronic device is further operative:

        to display the new menu structure to the user; and

        to obtain user approval of the new menu structure as displayed.

38. (New) An article of manufacture for rearranging a plurality of menu items within a menu structure of a user interface, comprising a machine readable storage medium containing one or more programs which when executed by at least one processor implement the steps of:

        collecting data about respective selection rates of the menu items within a current menu structure;

        calculating a new menu structure based on the collected data about the respective selection rates of the menu items within the current menu structure; and

        replacing the current menu structure with the new menu structure;

        wherein user approval of menu alteration is obtained prior to completion of the replacing step.

39. (New) The article of claim 38 wherein the user approval is obtained prior to completion of the collecting step.

40. (New) The article of claim 38 wherein the user approval is obtained prior to completion of the calculating step.

41. (New) The article of claim 38 wherein the one or more programs when executed further implement the steps of:

        displaying the new menu structure to the user; and

        obtaining user approval of the new menu structure as displayed.